

CLAIMS

What is claimed is:

1 1. An image forming device comprising:
2 an image engine configured to use a consumable to form a hard image;
3 a consumable interface adapted to couple with the consumable; and
4 processing circuitry configured to:
5 access a condition associated with an operation of the image
6 forming device;
7 monitor the operation of the image forming device;
8 forward a request externally of the image forming device
9 responsive to the monitoring indicating an occurrence of the condition;
10 receive a message after the forwarding; and
11 communicate the message.

1 2. The device of claim 1 wherein the processing circuitry is
2 configured to access the condition from the consumable.

1 3. The device of claim 1 wherein the condition is related to a status
2 of the consumable and the processing circuitry is configured to monitor the status
3 of the consumable to monitor the operation of the image forming device.

1 4. The device of claim 1 wherein the condition is not related to a
2 status of the consumable.

1 5. The device of claim 1 wherein the condition is related to a life span
2 of the image forming device and the processing circuitry is configured to monitor
3 the life span of the image forming device to monitor the operation of the image
4 forming device.

1 6. The device of claim 1 wherein the image engine is configured to
2 use a plurality of consumables to form a hard image, and wherein the condition is

3 related to a status of one of the consumables not having the condition and the
 4 processing circuitry is configured to monitor the status of the one consumable to
 5 monitor the operation of the image forming device.

1 7. The device of claim 1 wherein the image engine is configured to
 2 use a plurality of consumables to form a hard image, and wherein the processing
 3 circuitry is configured to access a plurality of conditions related to statuses of
 4 respective ones of the consumables and to monitor the statuses of the
 5 consumables to monitor the operation of the image forming device.

1 8. The device of claim 1 wherein the processing circuitry is
 2 configured to provide an identifier of the image forming device within the request.

1 9. A marketing method comprising:
 2 accessing a condition associated with an operation of an image forming
 3 device configured to use a consumable to form a hard image;
 4 monitoring the operation of the image forming device;
 5 communicating a request externally of the image forming device using the
 6 image forming device and responsive to the monitoring;
 7 receiving a message responsive to the communicating the request; and
 8 communicating the message using the image forming device.

1 10. The method of claim 9 wherein the accessing comprises accessing
 2 the condition from the consumable.

1 11. The method of claim 9 wherein the accessing comprises accessing
 2 the condition related to a status of the consumable and the monitoring comprises
 3 monitoring the status of the consumable.

1 12. The method of claim 9 wherein the accessing comprises accessing
 2 the condition not related to a status of the consumable.

1 13. The method of claim 9 wherein the accessing comprises accessing
2 the condition related to a life span of the image forming device and the monitoring
3 comprises monitoring the life span of the image forming device.

1 14. The method of claim 9 wherein the accessing comprises accessing
2 the condition related to a status of another consumable not having the condition,
3 and the monitoring comprises monitoring the status of the another consumable.

1 15. The method of claim 9 wherein the accessing comprises accessing
2 a plurality of conditions related to statuses of a plurality of consumables used by
3 the image forming device to form the hard image, and the monitoring comprises
4 monitoring the statuses of the consumables.

1 16. The method of claim 9 wherein the communicating the request
2 comprises communicating the request including an identifier of the image forming
3 device.

1 17. A marketing method comprising:
2 accessing a condition associated with an operation of an image forming
3 device configured to use a consumable to form a hard image;
4 monitoring the operation of the image forming device;
5 communicating a request using the image forming device to a marketing
6 system external of the image forming device responsive to the monitoring;
7 communicating a message using the marketing system responsive to
8 receiving the request; and
9 communicating the message using the image forming device.

1 18. The method of claim 17 wherein the accessing comprises
2 accessing the condition from the consumable.

1 19. The method of claim 17 wherein the accessing comprises
2 accessing the condition related to a status of the consumable and the monitoring

3 comprises monitoring the status of the consumable.

1 20. The method of claim 17 wherein the accessing comprises
2 accessing the condition not related to a status of the consumable.

1 21. The method of claim 17 wherein the accessing comprises
2 accessing the condition related to a life span of the image forming device and the
3 monitoring comprises monitoring the life span of the image forming device.

1 22. The method of claim 17 wherein the accessing comprises
2 accessing the condition related to a status of another consumable not having the
3 condition, and the monitoring comprises monitoring the status of the another
4 consumable.

1 23. The method of claim 17 wherein the communicating the request
2 comprises communicating the request including an identifier of the image forming
3 device, and further comprising selecting the message from a plurality of other
4 messages using the identifier, and wherein the communicating the message
5 comprises communicating the message after the selecting.